MARKETING AND COMMUNICATION MAJOR
45 s.h. required. All courses 3 s.h.

Required courses:

___ COMM 100  Public Speaking (O)  OR Transfer course VCCS listed*
___ COMM 115  Mass Communication (S)  CST 114
___ INT 222  Social Science Statistics (Q)  BUS 221, MTH 157/155, or
             MTH 240/241/245
___ ART 117  Software in Visual Arts  ART 180
___ BUAD 202  Org. Behav. & Interpersonal Comm.  BUS 201 or CST 126
___ MKTC 230  Marketing Principles  MKT 100
___ MKTC 300  Integrated Marketing Campaigns
___ MKTC 387  Internships
___ MKTC 400  Senior Seminar

Note: COMM 401 Independent Research may serve as a required course for some students who meet discipline requirements.

Students with emphasis in Integrated Marketing choose 6 courses from:

___ ART 218  Production for Print
___ COMM 119  Video Production  ART 160
___ COMM 221  Media Writing (W)
___ COMM 240  Advertising  MKT 220
___ COMM/INT 245  Social Media
___ COMM 260  Public Relations  MKT 221
___ MKTC 401  Supervised Research
___ INT 251  Professional Writing
___ BuAd 334  Multi-Cultural Marketing in America (D)
___ BuAd 336  Cross-Cultural & Global Marketing (W)(I)  MKT 275
___ BuAd 338  Marketing Research  MKT 229
___ BuAd 362  Consumer Behavior  MKT 271
___ SOC 320  Sociological Research Methods

OR

Students with an emphasis in Communication Studies, choose six (6) courses from:

___ COMM 119  Video Production  ART 160
___ COMM 219  Advanced Video Production  ART 161
___ COMM 221  Media Writing
___ COMM 237  Mediation
___ COMM 240  Advertising  MKT 220
___ COMM 245  Social Media
___ COMM 260  Public Relations  MKT 221
___ COMM 280  Intercultural Communication (I)  CST 229
___ FILM/THEA 264  Screenwriting (W)  CST 120
___ INT 251  Professional Writing (C) (W)
___ INT 268  Rhetoric and Writing (H)
___ MKTC 401  Supervised Research

Courses in italics are not taught online through Mary Baldwin University, but may be taken in Staunton or transferred from another institution.

18 s.h in the major must be from Mary Baldwin University.

* Transfer courses do not necessarily carry the same Learning Outcome Designations for the Common Curriculum.